

CONTRACT



WOWT
3501 Farnam St.
Omaha, NE 68131
Sales T & C: www.gray.tv/advertising
(402) 346-6666

<u>Contract / Revision</u> 2531164 /		<u>Alt Order #</u>
<u>Advertiser</u> Herbster for Governor		<u>Original Date / Revision</u> 04/21/22 / 04/26/22
<u>Contract Dates</u> 04/24/22 - 04/26/22	<u>Estimate #</u> 424430	
<u>Product</u> Herbster		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WOWT	<u>Account Executive</u> Mary Beth Keating	<u>Sales Office</u> Omaha National
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
	<u>Order Type</u> NORMAL	
<u>Agcy Code</u> 9912891	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> 114228	<u>Advertiser Ref</u> 596463	

And:

Smart Media Group
PO Box 26067
Alexandria, VA 22313

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WOWT	04/25/22	04/26/22	Today Show II	9a-10a		:30			NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/25/22	05/01/22	MT-----	4			\$100.00				
N 2	WOWT	04/25/22	04/26/22	Today w/ Hoda & Jenna	Today w/ Hoda & J		:30			NM	4	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/25/22	05/01/22	MT-----	4			\$60.00				
N 3	WOWT	04/25/22	04/26/22	Midday News	11a-12p		:30			NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/25/22	05/01/22	MT-----	4			\$100.00				
N 4	WOWT	04/25/22	04/26/22	Days of Our Lives	12p-1p		:30			NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/25/22	05/01/22	MT-----	2			\$75.00				
N 5	WOWT	04/25/22	04/26/22	M-F 1p-2p	1p-2p		:30			NM	4	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/25/22	05/01/22	MT-----	4			\$40.00				
N 6	WOWT	04/25/22	04/26/22	M-F 2-230p	2-230p		:30			NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/25/22	05/01/22	MT-----	4			\$50.00				
N 7	WOWT	04/25/22	04/26/22	M-F 230-3p	230-3p		:30			NM	4	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/25/22	05/01/22	MT-----	4			\$60.00				
N 8	WOWT	04/25/22	04/26/22	M-F 3p-4p	258p-4p		:30			NM	4	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/25/22	05/01/22	MT-----	4			\$70.00				
N 9	WOWT	04/25/22	04/26/22	Daybreak @ 430a	430a-5a		:30			NM	2	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/25/22	05/01/22	MT-----	2			\$25.00				
N 10	WOWT	04/25/22	04/26/22	Morning News Show	6a-7a		:30			NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/25/22	05/01/22	MT-----	4			\$250.00				
N 11	WOWT	04/25/22	04/26/22	Today Show	7a-9a		:30			NM	6	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/25/22	05/01/22	MT-----	6			\$275.00				
D 12	WOWT	04/30/22	04/30/22	Weekend News Sa	7-8a		:30			NM	0	\$0.00

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
D 13	WOWT	04/30/22	04/30/22	Sa Today	8a-10a		:30			NM	0	\$0.00
N 14	WOWT	04/24/22	04/24/22	Weekend News Su	658a-8a		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
	Week:	04/18/22	04/24/22	-----S	2			\$100.00				
N 15	WOWT	04/24/22	04/24/22	Su Today	8a-9a		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
	Week:	04/18/22	04/24/22	-----S	2			\$150.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WOWT	04/18/22-04/24/22	Su Today	8a-9a	-----Su	:30		\$150.00	NM		
	See MG 16.2, 16.3, 16.4, 16.5, 16.6											
	2	WOWT	04/18/22-04/24/22	Su Today	8a-9a	-----Su	:30		\$150.00	NM		
	See MG 16.2, 16.3, 16.4, 16.5, 16.6											
N 16	WOWT	04/24/22	04/24/22	Meet The Press	857a-10a		:30			NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
	Week:	04/18/22	04/24/22	-----S	1			\$225.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WOWT	04/18/22-04/24/22	Meet The Press	857a-10a	-----Su	:30		\$225.00	NM		
	See MG 16.2, 16.3, 16.4, 16.5, 16.6											
	2	WOWT	04/18/22-04/24/22	News @ 5p Su	459p-530p	-----Su	:30		\$250.00	NM		
	Ⓜ	MG for 54.1, 16.1, 15.2, 15.1										
	3	WOWT	04/24/22-04/24/22	News @ 10p Su	10p-11p	-----Su	:30		\$250.00	NM		
	Ⓜ	MG for 54.1, 16.1, 15.2, 15.1										
	4	WOWT	04/25/22-04/29/22	M-F News @ 4p	358p-5p	MTuWThF----	:30		\$175.00	NM		
	Ⓜ	MG for 54.1, 16.1, 15.2, 15.1										
	5	WOWT	04/25/22-04/29/22	Midday News	11a-12p	MTuWThF----	:30		\$100.00	NM		
	Ⓜ	Credited										
	6	WOWT	04/25/22-04/29/22	Midday News	11a-12p	MTuWThF----	:30		\$100.00	NM		
	Ⓜ	Credited										
N 17	WOWT	04/25/22	04/26/22	M-F News @ 4p	358p-5p		:30			NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
	Week:	04/25/22	05/01/22	MT-----	4			\$175.00				
N 18	WOWT	04/25/22	04/26/22	News @ 5p M-F	457p-530p		:30			NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
	Week:	04/25/22	05/01/22	MT-----	4			\$300.00				
N 19	WOWT	04/25/22	04/26/22	NBC Nightly News	530p-6p		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
	Week:	04/25/22	05/01/22	M-----	1			\$700.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	3	WOWT	04/26/22-04/26/22	NBC Nightly News	530p-6p	-Tu-----	:30		\$700.00	NM		
	Ⓜ	MG for 19.1 04/27										
N 20	WOWT	04/25/22	04/26/22	News @ 630p M-F	630p-7p		:30			NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
	Week:	04/25/22	05/01/22	MT-----	4			\$300.00				
D 21	WOWT	04/30/22	04/30/22	News @ 5p Sa	459p-530p		:30			NM	0	\$0.00
D 22	WOWT	04/30/22	04/30/22	News @ 630p Sa	630p-7p		:30			NM	0	\$0.00
N 23	WOWT	04/24/22	04/24/22	News @ 5p Su	459p-530p		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
	Week:	04/18/22	04/24/22	-----S	1			\$250.00				
N 24	WOWT	04/25/22	04/26/22	The Tonight Show	1035p-1136p		:30			NM	6	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
	Week:	04/25/22	05/01/22	MT-----	6			\$150.00				

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N 25	WOWT	04/25/22	04/26/22	Late Night w/ Seth Meyers	1136p-1237a		:30			NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/25/22	05/01/22	MT-----				4	\$50.00			
D 26	WOWT	04/30/22	04/30/22	Saturday Night Live	1030p-12a		:30			NM	0	\$0.00
N 27	WOWT	04/25/22	04/26/22	News @ 10p M-F	10p-1035p		:30			NM	6	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/25/22	05/01/22	MT-----				6	\$375.00			
D 28	WOWT	04/30/22	04/30/22	News @ 10p Sa	10p-1035p		:30			NM	0	\$0.00
N 29	WOWT	04/24/22	04/24/22	News @ 10p Su	10p-11p		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/18/22	04/24/22	-----S				2	\$250.00			
N 30	WOWT	04/25/22	04/26/22	Weekday Jeopardy	6p-630p		:30			NM	4	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/25/22	05/01/22	MT-----				4	\$325.00			
D 31	WOWT	04/25/22	04/30/22	Sa Jeopardy	6p-630p		:30			NM	0	\$0.00
N 32	WOWT	04/25/22	04/26/22	Monday Prime 2 Hour	657p-9p/8p-10p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/25/22	05/01/22	M-----				1	\$450.00			
N 33	WOWT	04/25/22	04/26/22	Tuesday Prime Hr 2	8p-9p		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/25/22	05/01/22	-T-----				1	\$1,100.00			
N 34	WOWT	04/25/22	04/26/22	Tuesday Prime Hr 3	9p-10p		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/25/22	05/01/22	-T-----				1	\$550.00			
D 35	WOWT	04/25/22	04/30/22	Wednesday Prime Hr 1	657p-8p		:30			NM	0	\$0.00
D 36	WOWT	04/25/22	04/30/22	Wednesday Prime Hr 2	8p-9p		:30			NM	0	\$0.00
D 37	WOWT	04/25/22	04/30/22	Wednesday Prime Hr 3	9p-10p		:30			NM	0	\$0.00
D 38	WOWT	04/25/22	04/30/22	Thursday Prime Hr 1	657p-8p		:30			NM	0	\$0.00
D 39	WOWT	04/25/22	04/30/22	Thursday Prime Hr 2	8p-9p		:30			NM	0	\$0.00
D 40	WOWT	04/25/22	04/30/22	Thursday Prime Hr 3	9p-10p		:30			NM	0	\$0.00
D 41	WOWT	04/25/22	04/30/22	Friday Prime Hr 1	657p-8p		:30			NM	0	\$0.00
D 42	WOWT	04/25/22	04/30/22	Friday Prime 2 Hour	657p-9p/8p-10p		:30			NM	0	\$0.00
D 43	WOWT	04/25/22	04/30/22	Saturday Prime Hr 2	8p-9p		:30			NM	0	\$0.00
D 44	WOWT	04/25/22	04/30/22	Saturday Prime Hr 3	9p-10p		:30			NM	0	\$0.00
N 52	WOWT	04/25/22	04/26/22	Early Today	4a-430a		:30			NM	2	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/25/22	05/01/22	MT-----				2	\$25.00			
N 53	WOWT	04/25/22	04/26/22	Morning News Show	5a-6a		:30			NM	4	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/25/22	05/01/22	MT-----				4	\$80.00			
D 54	WOWT	04/30/22	04/30/22	NBC Nightly News Sa	530p-6p		:30			NM	0	\$0.00
N 55	WOWT	04/25/22	04/26/22	10p News Repeat	1237x-115x		:30			NM	2	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/25/22	05/01/22	MT-----				2	\$25.00			
N 56	WOWT	04/25/22	04/26/22	Monday Prime Hr 3	9p-10p		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/25/22	05/01/22	M-----				2	\$500.00			
Totals											97	\$19,065.00

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Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
03/28/22 - 04/24/22	7	\$1,450.00	(\$217.50)	\$1,232.50
04/25/22 - 04/29/22	90	\$17,615.00	(\$2,642.25)	\$14,972.75
Totals	97	\$19,065.00	(\$2,859.75)	\$16,205.25

Signature: _____ **Date:** _____

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